

Case Study:

RTW Brings German Engineering and Customer Commitment to the U.S.

Overview

RTW has been a reliable source of innovative audio measurement tools for nearly 50 years, bringing its pedigree of precise German engineering to each of its innovative solutions. It has accompanied the steady technological progress in the professional audio industry with innovative instruments and solutions for visual audio monitoring in broadcast, production, post production and quality control.

RTW has seen its customer base in the U.S. and Americas grow exponentially in recent years. While its meters have been well-received, RTW had seen significant increased demand following the launch of its TouchMonitor line of products in 2010. In addition, the advent of the U.S. CALM Act, which passed in 2012, further cemented the need for an increased U.S. presence. While RTW's U.S.-based network of distributors and dealers were certainly more local than the German-based RTW team, service and assembly was still conducted in Cologne. RTW prides itself on providing the best customer service possible and recognizes the importance of location to its customers, and decided it was time to have a facility based in the U.S. that would ultimately house service, repair and final product assembly in order to further reduce product delivery lead times.

To accomplish this, RTW established RTW International Corp. in Lancaster, Pennsylvania. This facility is RTW's first U.S. location and highlights the company's dedication to supporting its customers and dealer networks in the U.S. In addition, the company wanted to have an executive in place that would work alongside its network of dealers, getting to know them and RTW's customers, and their needs better. RTW International Corp represents all of this and called on DPC to spread the word.

Objective

As its agency-of-record since 2010, RTW turned to DPC in the fall of 2012 to spread news of its U.S. expansion plans. DPC was tasked with working together with the company's internal marketing team to create an effective, global public relations campaign that would ensure that the media and its customers based in the U.S. and the Americas were aware of the new facility, as well as the new staff heading it. Customers were to be the focus, in-line with RTW's belief that being close to its customers is key to solid, continuous relationships.

Execution

With its goals in place, DPC set out to first create an informative press release not only announcing the formation of RTW International Corp. and the opening of its new facility, but also make the connection back to RTW's number one priority—its customers. Simultaneously, DPC crafted a press release focused on the company's new executive, hired to oversee and run its U.S. operations. With both releases, DPC made sure to keep the focus on RTW's customer commitment, including a link to a video filmed with RTW's new executive discussing the company's plans. These materials, launched in early March, helped not only outline the company's goals, but put a face on the new strategy.

In addition to press releases and additional collateral announcing the news, DPC was tasked with planning and executing a press conference surrounding the campaign at the 2013 NAB Show. It would be the first major trade show since the initial announcements and would give the media and customers a chance to personally meet the new RTW team, as well as hear from RTW executives themselves about their latest endeavor.

DPC successfully executed RTW's NAB press conference, garnering 21 journalists in attendance and coverage in the NAB Daily and beyond. In addition, DPC attained 16 one-on-one media appointments with RTW executives and supported the company's raffle each day, which was designed to encourage potential and existing customers to visit the booth, see products up close and meet the team.

Finally, to further support RTW International Corp. DPC was to also plan for an all-around enhanced push throughout the calendar year, ensuring RTW's U.S. plans were at top of mind to media at any and all pertinent trade shows including InfoComm, IBC and AES, where DPC coordinated several one-on-one appointments, many of which resulted in on-the-spot interviews or bylined and technical pieces that were later published. DPC worked closely with RTW's U.S. executive to develop and promote new sales and customer stories via press releases, user stories and reviews, all of which also helped to keep up the momentum that DPC had initiated when first unveiling RTW International Corp. to the media.

Results

DPC's support of helping RTW spread the news of RTW International Corp. and its U.S.-based facility has increased the company's overall visibility in the U.S., as well as North, Central and South America. In addition, it has also helped broaden RTW's reach in vertical markets such as radio broadcast, post production, Pro AV, MI and house of worship, as DPC helped the company uncover new uses and markets that its products serve.

To date, the RTW International Corp. campaign resulted in nearly 60 online and print stories in leading trade websites and publications such as *Creative Cow, MIX, TV Technology, Pro Sound News, Radio, TVB Europe, Resolution* and the *NAB Daily* to name a few. DPC looks forward to continuing its public relations support in order to further elevate RTW's and RTW International Corp.'s presence throughout the industry.

